To: 1210 - New York ROU (ALVICHA)
From: Orourke, Rory
Posted: 7/20/98 14:52
Opened: 7/21/98 8:19
Subject: FWRD: JULY27 - WAL MART BUYDOWN

========== <Forwarded Letter> ==========
From: Bastian, Georgia N.
To: OROURKR
Subject: JULY27 - WAL MART BUYDOWN
Posted: 07/20/98 11:44
Priority: High Priority

LADIES & GENTLEMEN,

ATTACHED PLEASE FIND A COPY OF THE TWIX THAT WAS SENT TO ALL WAL MART & SUPERCENTER STORES ON, THURSDAY, JULY 16, 1998, REGARDING THE UPCOMING BUYDOWN IN THOSE CHAINS.

PLEASE FORWARD TO ALL RM'S, SALES REPS & RETAIL REPS, SO THEY WILL HAVE A COPY IN-HAND WHEN THEY MAKE THESE STORES AFTER THE 27TH OF JULY AND INTO AUGUST. BE SURE TO HAVE THEM NOTE THE HOT LINE # AND THE INSTRUCTIONS FROM THE WAL MART HEADQUARTERS IS THAT IF THERE IS A PROBLEM IMPLEMENTING THE BUYDOWN THE STORE IS TO CALL, NOT OUR REP, WHILE THE REP IS THERE TO GET DIRECTION.

IF THEY ARE NOT ON THE BUYDOWN, OR DO NOT HAVE THE SIGNS PRINTED AND UP AT ALL TIMES, IT IS AN AUTOMATIC NON-COMPLIANCE. BE SURE THAT THE REP CONTACTS A STORE MANAGER OR ASSISTANT STORE MANAGER TO NOTIFY THEM OF THE NON-COMPLIANCE.

THANKS FOR YOUR HELP WITH THESE CHAINS. SHOULD YOU HAVE ANY QUESTIONS PLEASE CALL 800-432-7578.

MARTY WASHBURN

	Sales		Retail
1221		1222	21
1222		1223	22, 27
1223	6	1230	
1228		1231	
1225		RCM	16
1228		FC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51853 5039

Source: https://www.industrydocuments.ucsf.edu/docs/xgkn0000

FROM: Leslie Jones Cigarette & Tobacco Promotions

702 SW 8, Bentonville, AR 72716-9055
Phone 501-273-8323 Fax 501-273-8285
Subject: **In Store Sale Begin 7/27/98 TO 8/16/98**

Beginning Monday, JULY 27, 1998, your store will need to begin an IN Store Sale on ALL Doral brand cigarettes with a reduction of $3.00 off per carton and .30 off per pack.

Remember your store will not be reimbursed for any amount above the 3.00/ctn and .30/pk before the date of July 27, 1998 or after the date of August 16, 1998.

Remember your store must print a store level sign stating the Before sale price; IN STORE sale price; and the After sale price. This sign must be hung to assure fair trade states of violation of fair trade laws.

Item numbers to be implemented are as follows.

PACK-
186750..167024..172817..172831..183388..185379..185440..185448..185455..185504..185511..185518....185615..185622..185643..186743

CARTON -
106142..157494..157501..162211..162243..162329..162419..163611..163612..163613..164185..165248....165249..166856..169516..169523

**********SUMMARY**********

All stores will add Doral to IN STORE sale beginning July 27, 1998 and end August 16, 1998.

GPC will remain on IN STORE until August 16, 1998.

You may direct any questions to the Cigarette & Tobacco Hotline @501-273-8323.

51853 5040

Source: https://www.industrydocuments.ucsf.edu/docs/xgkn0000